BBC EXPORTERS AND BROADCASTING

This month the BBC celebrates 50 years of public service broadcasting. For the BBC External Services there is a double anniversary—the golden jubilee of the BBC as a whole and the 40th anniversary of broadcasting overseas, which follows in December. The BBC began to address overseas audiences at its own instigation on December 19, 1932, when the Empire Service in English was inaugurated. Today the BBC broadcasts to the world in 40 languages from Bush House, London. The World Service in English alone commands a daily audience of more than 40 million people. This 'Trade and Industry' special supplement shows how the BBC External Services can help the British exporter in a significant and practical way.

Promoting exports—BBC style

by Ludwik Gottlieb, Export Liaison Manager, External Services

THE BBC's reputation as a broadcaster of industrial information extends across the world. For instance, our regular weekly programme *New Ideas*, broadcast in English in the World Service, attracts about 4,000 letters a year from overseas listeners. The postbag has quadrupled in three years. Programmes in 39 other languages also provide a steady flow of letters.

Of all the BBC services the World Service is unique. It covers in turn different areas of the globe so that it is never off the air. In its huge output, Britain's industry, science, technology, farming and economics are regularly discussed. Programme titles speak for themselves: *Business and Industry*, *Money and Markets*, *Science in Action*, *Discovery*, *Nature Notebook*, *Farming World*. *New Ideas* is a kind of shop window for new products and it is for every consumer. It's popularity is worldwide, and the comments of listeners tell their own story:

This is the fourth time I ask for information about British products, and I've always found them to be excellent. To my surprise I've never seen any of these advertised. (Nigeria)
Already, some contacts made through your excellent service have had most interesting results. (Technical firm, Spain)

Consumers aren't the only ones to comment on the service. So do universities, embassies, research institutes and—last but certainly not least—British manufacturers:

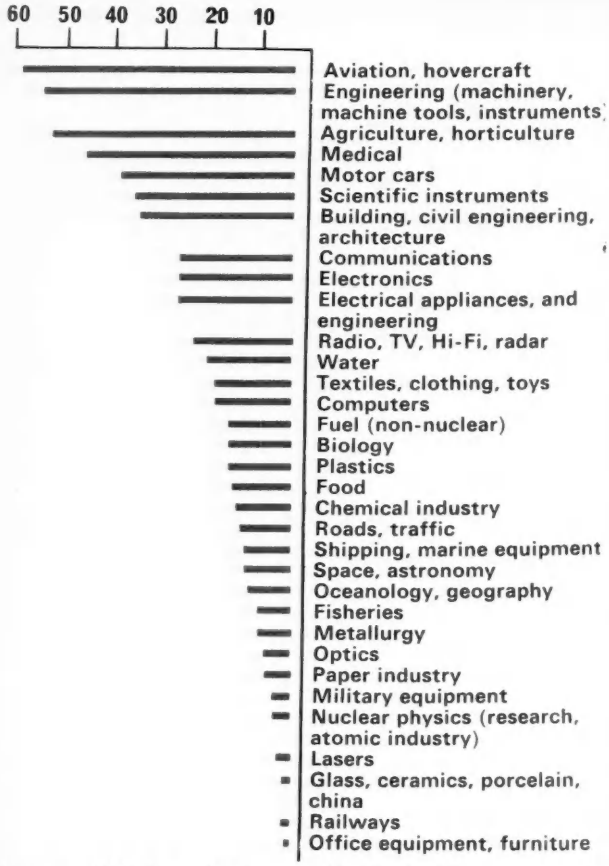
We have been overwhelmed by the interest which this programme has brought to us. (Poole generator manufacturer)
You will be pleased to know that we received many inquiries from various countries following your programme in the BBC World Service. To date we have received one order from a company in Kenya and we feel that many of the other inquiries will lead to the promotion of sales.... (Somerset manufacturer of rust-prevention compounds)
Judging from the replies we have had, we congratulate you on the excellent job you are doing for and on behalf of British industry. (Worcester manufacturer of filter-cleaning equipment)

The industrial programmes broadcast in the language services are varied. For example, the Japanese Service has its own *New Ideas* programme beamed daily from London. Take this letter from the managing director of I & OC of Japan Co. Ltd.:

Dear Sirs, My company sells and exports various kinds of chain. In your New Ideas *programme of April 17, 1972 you introduced a plastic chain manufactured by AGS Plastic Company, which interests me very much. Would you please send more information.... Although in Japan a plastic chain is under development it is still far from the production stage. Therefore, if we find the AGS Plastic Co. chain satisfactory, I think we could develop a big market for it here in Japan.*

Ludwik Gottlieb, Export Liaison Manager, External Services.

Five hundred similar letters reached the Japanese Service last year, most of them in response to the Japanese language *New Ideas* programme. Similar letters also reach the other 38 language



The range of industrial subjects covered by the BBC External Services is reflected in the output of the Science, Industry and Agriculture Unit. This table lists some of the main categories in which programme scripts are produced and offered as subject matter for industrial broadcasts in English and 39 other languages. The number against each heading indicates total scripts produced by the Unit during the past year. The actual usage greatly exceeds this figure as several programme services may make use of one script.

services of the BBC External Services. Altogether, well over 250,000 letters a year arrive at Bush House from overseas. A significant proportion of them concern industrial and scientific programmes.

The day after the BBC German Service put out a story of a new rust-spotter jelly made by Alexander Duckham and Co., the West German electrical concern Siemens A.G. telexed for more information. And, of course, languages know no frontiers: a German broadcast (about a rubbish compactor) reached the ears of a Rotterdam hotel manager—he too wanted to know more. The French Service programme *Invitation au Voyage*—aimed at prospective tourists—gets inquiries from all over Europe as well as North Africa. Potential tourists write to the BBC: where can one find antique markets, a centre for falconry, the veteran-car museum? In 1971, almost 800 tourists had their curiosity satisfied. A bouquet for the Spanish Service from a farmer in Leon: 'Could this series (*La Industria*) please be extended to include Spanish industries?'

In these BBC external broadcasts, industry is treated as part of Britain's national life, and, of course, industrial broadcasts are transmitted within the framework of a complete radio service, ranging from news and current affairs to music and drama. Each industrial story must stand on its own feet with regard to its newsworthiness and topicality. One example of this is overseas fairs in which British firms participate. Many Poles attending the Poznan Fair were, no doubt, well prepared for the more interesting British exhibits: 40 programme items about British participants preceded the opening. Similar support has been given for trade fairs at other places—Lisbon, Barcelona, Izmir, Athens, Budapest, Brno, Kuwait, Tripoli, Algiers, Tokyo, Sao Paulo, Mexico and so on. Plans are in hand for next year's Peking exhibition. Another example of how the BBC can help: broadcasts by British businessmen bound for sales drives overseas or foreign businessmen on missions to the UK bring the trading communities closer to one another and underline the vital importance of the two-way trade. An example of the latter was a German-language programme pointing out the advantages of investing in Britain (the German Service synchronised the programme with a campaign by the North East Development Council to attract German investment).

In the case of Concorde, progress reports have been broadcast in most languages, but a major effort was mounted before its recent Far Eastern tour in Greek, Italian, Persian, Hindi, Bengali, Thai, Chinese, Japanese and in English. In Persian transmissions the trip had been built up over five months, culminating in an interview with the British Aerospace Minister and a first-hand account of the flight of the plane. This sales visit, of course, resulted in an order for three Concordes for Iran Air. In Australia, Hong Kong, Singapore and Fiji the national radio services carried reports about Concorde in *Dateline London*, a weekly BBC English-language radio tape re-broadcast by 33 stations in all parts of the world.

The glamour of a Concorde may be absent from most industrial stories, but direct relevance to the audience can make up for that: thus a cassava-processing plant will be discussed in Hausa; a new crop-sprayer in Hindi; methane and helium plants in Polish; navigational aids in Greek; Hereford bulls in Spanish for Latin America; new paperbacks in English for Africa. While West Europeans are concerned with equipment to reduce pollution by motor vehicles, East Europeans are very much more concerned about getting the actual car. Motoring columns are popular features of, for example, the Polish, Czechoslovak and Hungarian Services.

A leading firm in the pop-record industry receives thousands of unsolicited inquiries every year from all over the world (west as well as east) thanks to the 50-odd pop programmes beamed from Bush House.

In the BBC's External Services manufacturers are named in the broadcasts. Inquiries are forwarded to them—if necessary translated into English. Occasionally manufacturers are further helped in first contacts with the inquirer in his own language. A BBC language service which is able to take this export-promotion role still further is the Arabic Service. In addition to being on the air for 10 hours a day, the service publishes *Huna London* an Arabic equivalent of *The Listener* and *Radio Times* combined. This monthly periodical with a circulation of 75,000 copies distributed in 22 countries reprints texts of broadcasts, including industrial ones. It also carries advertisements.

Last May the *Reader's Digest* in an article on the BBC's External Services said that 'the BBC is probably Britain's best export salesman . . . Day and night the BBC tells the world

The BBC wants to hear from British exporters about British inventions, new products, outstanding export orders, technical developments and other industrial achievements. If it is an interesting story it may qualify for a mention in an overseas industrial broadcast in one or more of 40 languages.

Telephone the Export Liaison Manager, 01-240 3456 ext. 2393/2039, or write to him at: BBC, PO Box 76, Bush House, Strand, London WC2B 4PH. Copies of a leaflet explaining the BBC Export Promotion Services are available from the same address.

about British advances in science, commerce, agriculture and technology.' 'Day and night' in BBC External Services' terms means, in effect, 100 hours of general broadcasting squeezed into the 24-hour period. Relays as well as rebroadcasts by foreign stations and the supply of BBC tapes to local stations considerably expand the basic 100 daily hours.

Current BBC plans involve still further expansion, particularly in broadcasts to the East and Far East. Broadcasts to EEC countries—in German, French and Italian—have just been increased in effectiveness by the restoration of a second medium-wave frequency to Europe. The World Service also benefits from this improved pattern of broadcasting with a substantial overall increase of medium-wave coverage to Europe. This still leaves the BBC trailing behind Russia, USA, China and West Germany, the other major external broadcasters, in overall programme hours, but in industrial content the BBC's programmes are well ahead. They average some seven hours a day in some 20 individual programme slots.

BBC producers, reporters, specialist writers and the Export Liaison Unit keep in touch with government departments, industrial and scientific bodies and with thousands of firms. But the flow of information to the BBC is uneven, and the problem of communication between the exporter and the BBC remains a major one. It may well be that the recent expansion of the EEC-oriented services and their audibility in parts of Britain on 232m and 276m medium-waves will open the eyes (and ears) of more British industrialists to the potential of the BBC's External Services.

Sticking another pin in his office wall-map at London's Bush House is Tony de Vletter, producer of the World Service programme 'New Ideas', a world-wide show-case for the inventiveness of British technology. Every pin marks a spot where inquiries have originated about products featured recently on the programme. In 1971 Mr. de Vletter and his secretary Catherine Jarvis had 2,000 such inquiries, and in the first half of this year alone the number has reached 1,800.

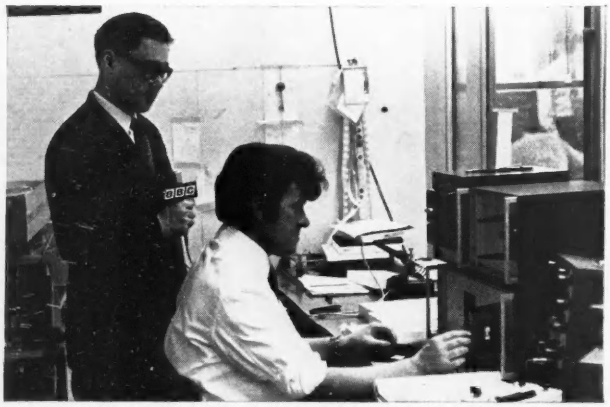
745 hours in every week

BBC External Services broadcast 745½ hours of programmes every week

English*	212½
African	
Hausa	7
Somali	5¼
Swahili	7
Arabic	70
Eastern	
Bengali	7½
Burmese	7
Hindi	13½
Nepali	½
Persian	8¾
Sinhala	1
Tamil	1½
Urdu	8¾
Far Eastern	
Cantonese	5¼
Standard Chinese (Kuoyu)	12¼
Indonesian	8¾
Japanese	7
Malay	1¾
Thai	5¼
Vietnamese	8¾
Latin American	
Spanish	28
Portuguese	15¾
Overseas Regional	
French for Canada	¼
Maltese	½
French (to Europe and Africa)	39
German	31½
Central European	
Czech (Czech and Slovak)	21¼
Hungarian	18
Polish	21¼
Finnish	8½
East European	
Bulgarian	14
Romanian	15¾
Russian	31
Yugoslav (Serbo-Croat and Slovene)	16¼
South European	
Greek	10½
Italian	5¼
Portuguese	5¼
Spanish	7
Turkish	7
Total	695¼
Relay repeats	50¼
Grand total	745½

* BBC World Service (including alternative programmes for Europe, Africa, Asia, the Caribbean and the Falkland Islands) and English by Radio.

1—Pye TMC Ltd. having invited the Japanese Service to consider a follow-up broadcast describing further developments of its push-button telephone, preliminary discussions take place in Dulwich between (l. to r.) Mr. P. W. Harmer (product manager), Mr. A. Lightley and Mr. A. Shigematsu of the Japanese Service and Mr. D. Holmes (commercial manager).



2—A Pye technician tests components before assembly and a description is recorded in Japanese.

3—Mr. Shigematsu sees how the components in the printed circuits are automatically soldered.

4—The use of metal-oxide silicon circuits in manufacture is explained.

It's not really coals to Kyoto

A BRITISH firm trying to secure a foothold in the hotly competitive, technologically sophisticated Japanese market might well be thought to be taking on a formidable task—to be selling coals to Kyoto. But already many British manufacturers have discovered both to their surprise, and often their ultimate benefit, that as a result of publicising their product or idea through the BBC Japanese Service, somebody, somewhere wants to know more.

'There's just nothing the Japanese are not interested in,' says John Newman, the Service's programme organiser. 'We can give full publicity to any product however cheap or expensive provided it has real news value.'

The case of the Pye Telephone Manufacturing Co. Ltd. is a typical example. News of their push-button telephone was first broadcast in the Japanese Service's *New Ideas* programme which goes out five times a week. Full descriptive details were given, together with the manufacturer's full name and price of the product. The next link in the chain came when two inquiries from Japanese listeners were received at Bush House, headquarters of the BBC External Services.

The letters were passed on to Pye, who in turn wrote back to the Japanese Service saying that they had established 'two interesting contacts' and asking if the Service might consider a follow-up broadcast. Tony Lightley, Japanese Service producer, says that audience research has shown that, provided the manufacturer shows an inventive or innovatory use of an original idea, there is interest in his product. 'Ideas, and new ideas in particular, appeal generally to the collective Japanese psyche', he says. In the international market place, the 'Made in Britain' label is still synonymous with quality, he adds.

Daily transmission time

The Japanese Service, incidentally, along with certain other BBC External Services to Asia, has recently been allocated additional daily transmission time. This will not only allow for a daily repeat of the *New Ideas* programme, but also create airspace for a brand new series, called *Science Journal*. The series, which will eventually expand to three programmes a week, will present news of developments on a wide scientific front. It will aim to discuss broad technological, scientific and industrial developments, their application and social consequences. 'The broad format of this programme means that we shall also be able to include more medical and agricultural items', says Lightley. A Japanese science journalist is being

5—The assembled circuits are given a final inspection.

especially recruited to ensure complete authenticity in translation of often complex scientific language.

Who listens to the Japanese Service's industrial output? According to programme organiser John Newman, their audience includes managing directors, businessmen, civil servants and many students. Requests from listeners in Japan for further information about *New Ideas* programme items are increasing. During the year September 1970 to September 1971, a total of 245 were received. From October 1971 to September this year, the number went up to 454. All of these were passed to the British manufacturers concerned.

As a back-up operation, the Japanese Service send scripts of the programme to British consular representatives in Japan, which are reprinted in local newspapers and specialist magazines.

Knowing the Japanese scene

Both Newman and Lightley have a close knowledge of the Japanese scene. Each spent a two-year spell with NHK, the Japanese equivalent of the BBC, and from time to time are sent by the Corporation on duty trips to the country to keep abreast of new developments and to strengthen contacts. Newman was at a Japanese university for four years and he has a fluent command of spoken and written Japanese. He has also mastered the Japanese art of judo and was trainer-manager to the British team at the 1964 Olympics at Tokyo.

A regular flow of Japanese newspapers and technical journals into the Bush House offices also provides a pointer to trends and fashions which could shape future programme ideas. To ensure complete correctness of pronunciation and idiom, most of the Service's programmes are presented by Japanese nationals, many of them on secondment to the BBC for three-year spells from broadcasting stations in Japan.

Newman and Lightley are also brought in on the major trade promotion drives such as that mounted at Expo '70 and the British Week in Japan in 1969. In this capacity they advise on radio publicity and often arrange for industrialists and sales personnel to be interviewed before they go out.

Ideas for programmes come from a variety of sources. Many firms contact the BBC on their own initiative, particularly those who have used the Service before. In other cases the Service follow-up articles or mentions of a new product in the press by going to the company for further particulars. Leads are also thrown up by scripts which are circulated among all 39 foreign language services and the World Service in English, which also emanates from Bush House. One thing the Service are keen to have when preparing their script is a photograph of the new product. It is an invaluable aid to translation into Japanese, explains Lightley.

6—The advantages of the new techniques used in the push-button telephone are demonstrated.

7—In Bush House, headquarters of the BBC External Services, the recording made at Pye TMC is discussed by Mr. Lightley, Mr. J. Newman (programme organiser of the Japanese Service) and Mr. Shigematsu.

8—The tape is finally edited and prepared for broadcasting.

9—From a studio in Bush House, listeners halfway across the world in Japan are told about the technological advances in, and advantages of Pye TMC's new push-button telephone.

300,000 readers throughout the Arab World *

* A recent readership survey shows that HUNA LONDON is read on average by nearly four members of the family of the person receiving the magazine. At the current guaranteed circulation figure of 75,000 HUNA LONDON has an approximate readership of 300,000.

The Arabic Service of the B.B.C. offers exporters through HUNA LONDON the opportunities of reaching the extensive and growing markets of the Arab World. Specimen advertising rates: whole page £100; half page £55; quarter page £28.75. Full series rates and volume discounts are applicable.
Based on the page rate of £100 the cost per '000 readers is 33NP.

Huna London هنالندن

(B.B.C. ARABIC RADIO TIMES)

Interested? Why not send for a copy of the NEW "Direct Route to the Arab Markets" which summarizes the HUNA LONDON readership survey and outlines the special broadcast facilities offered to exporters through the Arabic Service of the B.B.C.

To **John Jones**
B.B.C. Arabic Service, Bush House, London, W.C.2.
Please send — copies ***'The Direct Route to the Arab Markets'***
Name
Firm
Address

What makes good radio?

by George Short, Editor, Science Industry and Agriculture Unit

Many British manufacturers benefit from having their exports and industrial achievements mentioned on the BBC overseas radio services. But the story must be interesting or entertaining if it is to be considered for broadcasting around the world. Here, George Short mentions some of the relevant programmes and criteria such as novelty and topicality.

No radio programme producer worth his salt will consider broadcasting an item if it isn't 'good radio'. And to be good radio, there must be something interesting or newsy or entertaining about it. The amount of time available on the air is short, and an item which doesn't meet this basic criterion just won't be considered.

This immediately cuts out the over-specialised subject. If an item is of interest to electronics engineers, and *only* to electronics engineers, then it is arguable that the proportion of such people in any radio audience will be so small that the subject just can't be considered of general interest. But, of course, it often happens that however specialised the techniques involved in a piece of electronic engineering, the end product is of interest because its applications impinge on everyday life.

George Short, editor, Science, Industry and Agriculture Unit.

An example is the BBC's own research and development work on television standards converters. Here the engineering is highly technical, and hardly suitable for description by the spoken word, but the underlying purpose—to make it possible for people in one country to see television pictures originally produced to suit the TV sets of another—is of general appeal and so makes the subject worth talking about.

There are a number of programmes which go out in English on the BBC World Service, which take a more or less specialised look at business, technology or science. They are *Business and Industry*, *Money and Markets*, *The Farming World*, and *Science in Action*. Of these, *The Farming World* deals mainly with techniques and research work, but mentions actual products if there is something novel about them and they are relevant to the overseas audience. For example, machines for processing cassava have been mentioned. *Science in Action*, as its title implies, is about the activities of scientists, including applied scientists, and these activities, when they crystallise in the form of some technological product, are talked about if the product is of sufficient general interest.

Rather different from these programmes, and of particular interest to exporters, is *New Ideas*. This short programme—only nine minutes of broadcasting time a week—deals specifically with new British industrial products and consumer goods. Inquiries are currently coming in at the rate of over 4,000 a year, including a fair proportion from people seeking agencies and from possible industrial buyers. *New Ideas* is a

sort of radio shop-window of what is novel and interesting in British products. To meet the requirement of interest to a general audience, it is usually necessary to restrict mentions to items which are complete in themselves.

The programme might, therefore, describe a piece of equipment for making electronic tests on motor cars—the kind of thing which a commercial garage-owner would use—whereas it would be unlikely that a specialised accessory to, say, textile processing would be covered. The products mentioned in *New Ideas* must be thoroughly British—this normally means British in both design and manufacture, and without any restrictions on the places to which they can be exported. Occasionally, the programme does include a very interesting product of British manufacture, made under licence, for which there is a virtually unrestricted market.

In parallel with the making of actual programmes for broadcasting in the English language, the Science, Industry and Agriculture Unit of the External Services also writes scripts in English. These are translated and put out by the 39 foreign language services. The same general criteria of interest, Britishness and novelty, apply.

One other overriding consideration is topicality. It is not much use telling the BBC about your product six months after it has appeared in the trade papers or been shown at exhibitions. We want to know about it at least as soon as anybody else, and preferably a little sooner.

A main link with east Europe

by Konrad Syrop, Head of the BBC Central European Service

Broadcasting on industrial and other subjects to Eastern Europe is one of the important tasks of the BBC External Services. 'The BBC is the main information channel linking London directly with the customers of British exporters', says Konrad Syrop in this article.

SEVERAL times a day hundreds of thousands of people in Belgrade, Berlin, Bucharest, Budapest, Moscow, Prague, Sofia, Warsaw and throughout the vast area of Central and Eastern Europe, switch on their radio sets and tune in to London to hear the latest news and programmes from the BBC. They listen in their own language; special transmissions for that part of the world started over 30 years ago (though Russian was added only in 1946), and the habit of tuning in to the BBC is deep-rooted. Those who understand English well enough also have the choice of listening to the BBC World Service, available on their dial practically all the time.

Why should all this be of interest to British businessmen involved in trading with those countries? The answer is simple: in most of the countries the BBC is the only (and in all of them the main) information channel linking London directly with customers in the area. Moreover, because of its reputation for truthfulness and objectivity (which is the main reason why people take the trouble to listen to us) the impact of what the BBC says is probably greater than that of any other broadcasting organisation. And in our output we do have a great deal to say about British industry, technology and exports, thus helping to create a climate of opinion in which British exporters can operate more successfully. But we do more than that and can be of assistance even to the individual exporter.

Several transmissions a day

First of all let me put you in the general picture. We have services broadcasting to all the countries of Eastern Europe, with the sole exception of Albania. In each language there are several transmissions every day ranging from 15 minutes to 45 minutes or even longer. They are timed to meet the convenience of listeners, avoiding whenever possible, clashes with major competing attractions on domestic radio and television. Each of our transmissions is beamed to the target area on shortwaves, some go out on a powerful medium-wave transmitter, and for our German Service we also have a VHF relay station in Berlin.

As to contents, priority goes to news; but it is not only news of wars, visits by statesmen or natural disasters, but also of major British technological achievements, interesting contracts won by British firms abroad, major export orders, etc. After the news bulletin we broadcast programmes which range far and wide, from politics to pop music, from culture to motoring, with a heavy sprinkling of science, technology, industry and exports. In fact, all foreign language services, and of course, our World Service in English, have various regular programmes of direct or indirect relevance to exports. The World Service, which is on the air 24 hours a day, having most time on the air, has the greatest number of such programmes.

Reaching the right audience

However, the World Service, because it is heard simultaneously in different parts of the world, can deal only with major trends and events, avoiding subjects which are of only local or even regional interest. It cannot, for instance, pay much attention to the Plovdiv, Poznan, Brno or Budapest trade fairs, or to a special exhibition of British scientific instruments in Moscow—these are of little interest to people in Spain or Portugal, not to mention Africa, who listen at the same time as people in Eastern Europe.

But Plovdiv or Poznan are of great interest to our Bulgarian and Polish Services, which can and do pay considerable attention to British exhibits there. The same goes for all the major British promotions in Eastern Europe. As soon as we have the list of exhibitors we write to them asking for details of what they will be showing so that we can prepare suitable programmes and keep our listeners informed.

Last April *The Times* reported: 'Representatives of various British firms very often find, when they arrive in Poland, that their firms and products are already well known thanks to the BBC'. This was no news to us, for on many occasions, especially after trade fairs, our contacts in industry have told us that our broadcasts had attracted visitors to their stands and stimulated inquiries. Alas, there are still firms which are reluctant to tell us what they are planning to show in Eastern Europe or to inform us that they are interested in exporting to that part of the world. This is a pity, because as the result we are often not as well informed as we ought to be, which means we cannot do our information job as well as we should like. At the same time the reluctant firms (whose number is dwindling, I am glad to say) are probably depriving themselves of publicity, which others have found of value.

Creating a selling climate

It is not just the industrial giants but the middle size and small firms that can benefit from the export promotion service of the BBC External Services and the selling climate it helps to create. A recent example, taken at random, is Scientific Optics Ltd., of Ponswood Industrial Estate, Hastings, Sussex. Its labour force is just a hundred strong.

Their contact with the BBC was in connection with a small microscope they make which they describe as 'rugged', 'easy to handle', and 'ideal for school laboratory work'.

The McArthur microscope with its inventor.

The three models produced cost between £15 and £40. The McArthur microscope, as it is called, received initially the Open University's seal of approval. Then, after winning a 1972 Industrial Design Award, it was featured on the BBC World Service science programme *New Ideas*.

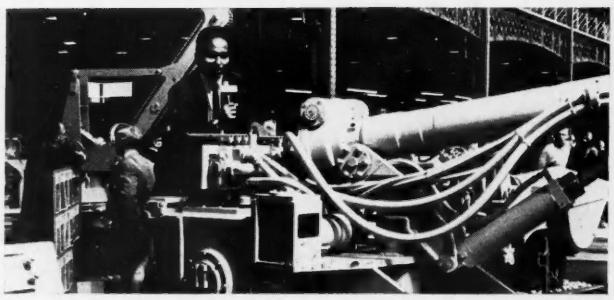
'As a result of BBC programme publicity, external and domestic, we have received numerous inquiries', reports the firm's technical director, Mr. Alfred Knight, 'even one from a potential customer who described himself as "on safari". The inquiries range from interested individuals to Mission Hospitals and organisations wanting to know about distribution.'

Mr. Knight lists the countries from which, he says, 'we have received inquiries for our microscope as a direct result of the BBC programmes'. They are: British Honduras, Brazil, Canada, Cuba, Eire, Ethiopia, Ghana, Kenya, Lanzarate, Lebanon, Nigeria, Peru, Rhodesia, Singapore, Sierra Leone, South Africa, Sweden, Tanzania, Thailand, Uganda, USA. Mr. Knight adds: 'I think it is fair to say that with the exception of the USA, Canada, Switzerland and Sweden we would not have contacted possible customers in the other areas'.

A significant point is that requests for additional information and orders for the microscope have not just come from interested individuals or educational establishments. Many foreign firms listen in to the industrial programmes of the BBC External Services.

● *The front-cover photograph shows a Bulgarian Service reporter interviewing the representative of a pig-breeding company as livestock is freighted out to Bulgaria.*

Each year reporters from the External Services attend the Royal Show to bring news of new developments in British agriculture and interview overseas visitors. The picture shows Muhammad Khair Badawi of the Arabic Service interviewing two visitors from Sudan at the permanent showground at the National Agricultural Centre, Kenilworth, Warwicks.



Osman Seguleh of the Somali Service visited the International Mining Exhibition in London to report to his Somali listeners on some of the latest technological advances in mining machinery.

Frank Liu of the Chinese Service visited the BAC factory at Weybridge to record a description for his Chinese listeners in South-East Asia and the Far East of the Concorde aircraft in construction.

Each pinpoint of light represents a hair-thin strand of glass capable of carrying as many as 2,000 simultaneous telephone conversations. This new concept of transmission, in which Britain leads the world, uses laser beams to carry the phone calls along glass and was spotlighted in a World Service examination recently of the export potential of the telecommunications industry.

Broadcasters from many of the language programme departments of the BBC External Services visited the Farnborough—Europe 72 exhibition and flying display to report on some of Britain's latest aeronautical achievements. Among the European-language broadcasters who visited the exhibition was Alain Evans of the French Language Services, seen interviewing a representative for the Islander aircraft.